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UNITED STATES DEPARTMENT OF AGRICULTURE
Extension Service
Washington 25, D. C.

X EDUCATIONAL WORK IN MARKETING (RMA) X

Digest of report to the Deciduous Fruits and Tree Nuts
Advisory Committee (RMA) February 13, 1950 by Charles
W. Hauck, Extension Economist, Division of Agricultural
Economics, Extension Service, U. S. Department of Agriculture.

Mr. Chairman and Members of the Committee:

Your committee has expressed an active and continuing interest in the educational aspects of agricultural marketing. This is the work in which the Extension Service is engaged.

In evaluating this educational program in its relation to the Research and Marketing Act, these 5 facts need to be kept in mind:

- (1) Extension acts under this law by authority contained in Title II only.
- (2) Funds thus available to Extension may be used only for educational work in MARKETING.
- (3) Activities supported by this law must be new and additional.
- (4) This educational work is conducted primarily by the State Extension Services, and all projects originate in the States.
- (5) Federal funds allotted to the States for these purposes must be matched dollar for dollar by the States.

To date 139 State extension marketing projects have been initiated. Of these, 111 deal with better marketing practices and improved marketing facilities and equipment, 18 employ consumer education to expand consumption of abundant foods and to introduce new uses, and 10 are designed to bring about more skillful interpretation and use of available market information. Classified by commodities, 27 of these projects deal with fruits and vegetables; 24 with poultry and eggs; 23 with livestock and wool; 13 with grain; 10 with dairy products; 5 with cotton; 4 with forest products; and 5 others.

The 27 fruit and vegetable projects are under way in 21 States and 3 Territories. Two deal primarily or exclusively with potatoes (Maine, North Dakota); 1 with vegetables for processing (Arkansas); 2 with other vegetables (North Carolina, Florida); 2 with apples (Washington, West Virginia); and 20 with various fruits and vegetables combined (Alaska, Connecticut, Hawaii, Indiana, Maryland, Massachusetts, Mississippi, New Hampshire, New York, Puerto Rico, Rhode Island, South Carolina, Tennessee, Utah, Virginia).

The 18 consumer education projects also deal extensively with fruits and vegetables.

Budgets of the RMA fruit and vegetable projects are set forth below, by States, for the fiscal year 1950.

Total Funds		Total Funds	
<u>State or Territory</u>	<u>State and Federal</u>	<u>State or Territory</u>	<u>State and Federal</u>
Alaska	\$15,000	North Carolina	\$ 7,800
Arkansas	4,700	North Dakota	7,772
Connecticut	6,760	Puerto Rico	30,500
Florida	3,000	Rhode Island	4,300
Hawaii	26,000	South Carolina	3,750
Indiana	5,000	Tennessee	23,200
Maine	16,000	*Texas	5,000
Maryland	22,000	Utah	5,800
Massachusetts	17,600	Virginia	13,716
Mississippi	24,552	Washington	4,000
New Hampshire	4,834	West Virginia	5,000
New York	20,000	*Wisconsin	8,600
		Total	\$284,884

*Pending

The objectives of these new educational projects vary with the nature and intensity of the fruit and vegetable marketing problems in these States. They emphasize better grading and packaging, improved handling practices, better marketing facilities, maintenance of quality, reduced wastes and costs of marketing, better use of market news, diversion of low grade and surplus produce for byproducts or livestock feeding, education and training of retail personnel, etc.

In most States organized producers and distributors have had a hand in choosing and drafting these respective projects. Now in conducting the planned program Extension is collaborating with the State departments of agriculture, the public schools, trade groups, and others.

Extension work in fruit and vegetable marketing, other than these RMA programs, is being carried on in 1254 counties in 37 States. The RMA educational programs are new and additional.

Effectiveness of the educational work in this field has been multiplied by adding these new assignments to the existing program and organization of the Extension Service.